

2025 Cookie Book



Pictured above is Sophia Cruz of troop 89. She was the top cookie seller in 2023 and 2024.

Get the latest on Smart
Cookies!
Page 12

Take charge of your cookie
booths!
Pages 17-20

Unlock the mysteries of
allocating your cookies!
Page 12

Service Unit Cookie Manager Info

Name: _____

Email: _____

Best Time to Call: _____

Service Unit: _____

Phone: _____

Please Don't Call After: _____

Troop Checklist

Check each item as completed to have a successful cookie program!



- ☐ My girls and at least two adults are registered for the current year.
- ☐ I have a current background check on file with Council within the last 3 years.
- ☐ I completed the online Troop Manager Agreement and ACH information and have agreed to take responsibility of the annual Girl Scout Cookie Program for my troop (this can be found on gskentucky.org under 2025 Cookie Program Tab.)
- ☐ I have completed the 2025 cookie training (online or in person).
- ☐ Hold a parent meeting prior to Dec. 1st. Explain deadlines, rewards, Digital cookie platform for girls/parents, expectations, and collect signed parent permission responsibility forms. Distribute girl order forms. Remind girls to begin selling online and in person Dec. 15th.
- ☐ Receive the link to log into Smart Cookies and Digital Cookies and update my contact information. Become familiar with the online ordering system.
- ☐ Enter the troop initial order in Smart Cookies by January 6th by 11:59 pm EST.
- ☐ Sign up for our lottery booth sale selections starting January 24th for booth sale opportunities in your county.
- ☐ Find out when and where your Service Unit cookie delivery will be by contacting your Service Unit Cookie Manager.
- ☐ Pick up troop's initial cookie order January 23rd thru January 31st.
- ☐ Sort all initial order cookies and prepare receipts for each girl before anyone picks up cookies. Be sure to complete a receipt for each cookie pick up. Double count everything, and then have both parties sign and date the receipts. Keep one copy and give one copy to parents/guardians.
- ☐ Prepare for your cookie booths. Get your materials together and a schedule for your parents and girls. Review booth sale rules on page 19.
- ☐ Attend your cookie booths promoting Operation Sweet Treats and the Buy 5 Program to maximize sales (see page 30 for additional coupons to print.) Be sure to make deposits after booths into your Troop Bank Account.
- ☐ Participate in National Cookie Weekend by encouraging girls to participate in a "Walk About."
- ☐ Collect money from girls/parents often and deposit immediately into Troop Bank Account.
- ☐ Submit any UDF (uncollectible debt forms) 5 days prior to each sweep date. More information found on page 24.
- ☐ Communicate with the Service Unit Cookie Manager regarding any excess supply of cookies by March 1st so possible transfer arrangements can be made. (Excessive supply = number of unsold cookie packages are greater than 20% of total cookie packages ordered during entire sale.)
- ☐ Be sure you have enough money in troop bank accounts to cover your three sweeps. See information on page 24.
- ☐ Reconcile the sale with each girl, collecting all her money due and gathering her final reward selections. Enter into Smart Cookies by April 1st.
- ☐ Complete email cookie evaluation with your girls.
- ☐ Receive girl rewards from Service Unit Cookie Manager and immediately distribute to each girl.



Calendar at a Glance



January 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6 Troop Initial Order Due	7	8	9	10	11
12	13	14	15	16	17	18
19 1st Planned Order	20	21	22	23 Delivery	24 Delivery / Certain Service Units Booth Lottery	25 Delivery
26 Delivery / Certain Service Units First Come/First Booths	27 Delivery	28 Delivery	29 Delivery	30 Delivery	31 Delivery Booths Begin Cookie Cupboards Open	

February 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2 Booth Sales	3 Booth Sales	4 Booth Sales	5 Booth Sales	6 Booth Sales	7 Booth Sales	8 Booth Sales
9 Booth Sales	10 Booth Sales	11 Booth Sales	12 Booth Sales	13 Booth Sales	14 Booth Sales	15 Booth Sales
16 Booth Sales	17 Booth Sales	18 Booth Sales	19 Booth Sales	20 Booth Sales	21 Booth Sales	22 Booth Sales
23 Booth Sales	24 Booth Sales	25 Booth Sales	26 Booth Sales UDFs Due!	27 Booth Sales	28 Booth Sales	

March 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 Booth Sales
2 Booth Sales	3 Booth Sales	4 Booth Sales	5 Booth Sale	6 Booth Sales Bank Sweep 30% of balance due	7 Booth Sales	8 Booth Sales
9 Booth Sales	10 Booth Sales	11 Booth Sales	12 Booth Sales	13 Booth Sales	14 Booth Sales	15 Booth Sales
16 Booth Sales	17 Booth Sales	18 Booth Sales	19 Booth Sales UDFs Due!	20 Booth Sales	21 Booth Sales	22 Booth Sales
23 Last Day for Booth	24	25	26 Bank Sweep 40% of balance due	27	28 Transfers and Rewards	29 FINALUDFs Due!
30	31		APRIL 10th - Final Bank Sweep 100% balance due			

The Girl Scout Cookie Program

5 Skills for Girls Entrepreneurship

When girls participate in the largest girl-led business in the world, they “earn and learn” - they earn funds for their Girl Scout activities while learning 5 skills that will help them in business and life.

Goal Setting

Girls set Cookie Program goals and, with their troop, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.

Decision Making

Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this skill helps them to make good decisions in the future.

Money Management

Girls develop a budget, take cookie orders, and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance and their future paycheck.

People Skills

Girls learn how to talk (and listen) to their customers, as well as how to work as a team with other girls. This matters because it helps them perform better with group projects, sports teams, on the playground, and later at work.

Business Ethics

Girls act honestly and responsibly during every step of the Cookie Program. This matters because employers want to hire ethical employees—and the world needs ethical leaders.



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Ways to Participate



Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program, they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!



Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

Digital Cookie®/Smart Cookies™

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie/Smart Cookies platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. And your Girl Scout can reach their sales goals no matter what their schedule is like.

Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted girls into connecting with their communities. This can be fun for the whole family!

Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)







































Connect With Your Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the cookie program helps power Girl Scouts' adventures throughout the year. It's also a fun way to learn important skills for future careers and in life including goal setting, decision making, money management, people skills, and business ethics.

Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

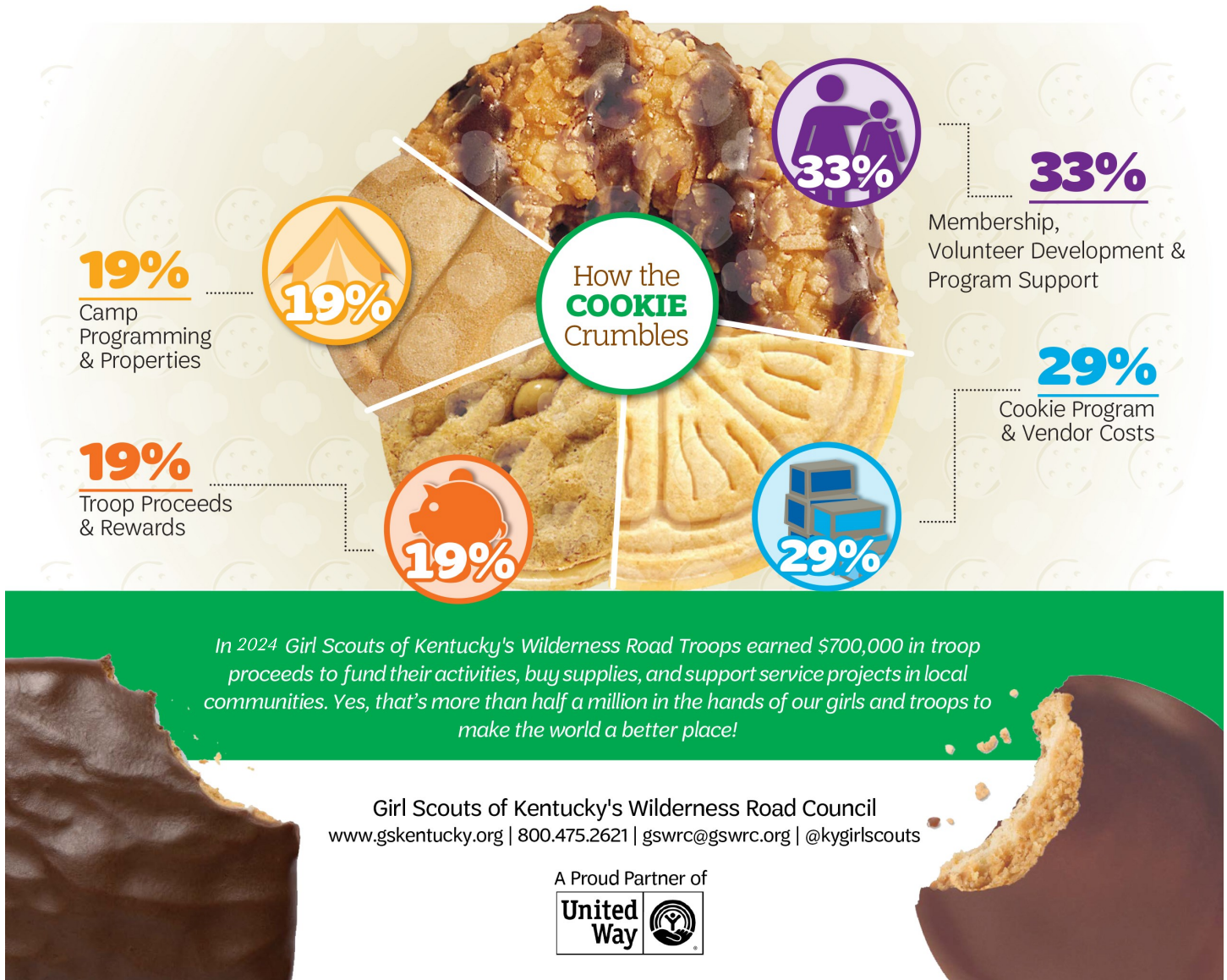
	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur		
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Toy Business Designer		
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Budding Entrepreneur		
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Jumpstart		
Cadette	 My Cookie Venture	 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator
Senior	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Startup		
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Entrepreneur Accelerator		

For details on how to earn these badges and pins scan this QR



How the COOKIE CRUMBLES

Did you know that every service provided by Girl Scouts of Kentucky's Wilderness Road is subsidized for our members? It costs \$320 per girl to give her the Girl Scout programmatic experience for just one year. The Girl Scout Cookie Program not only gives girls funds for the troop, but it also supports all of our services to volunteers, Caregivers, and girls. Proceeds from the Cookie Program also helps maintain our camp facilities and properties so they are not only adventurous but safe for our girls. It is important to remember that "council" is all of us. Every penny from the Cookie Program stays within our council after we pay our vendor and program costs.



Cookie Basics—It's Pandamonia!

What are the benefits to participation?

By participating in the annual Girl Scout Cookie Program, not only do your girls learn the 5 Skills but it is also supporting your troop and council. YOU, as an adult, will also gain skills and experiences to transition into a business mindset.

Funds earned will support your troop goals and activities throughout the year. Your troop may be saving for a large trip even! Funds earned through the program also support your council. Girl Scouts of Kentucky's Wilderness Road Council uses the funds from the Cookie Sale Program to:

- Provide financial assistance to girls who would otherwise not have a Girl Scout experience.
- Provide amazing programs with affordable fees.

Who can participate?

All registered Girl Scouts with a signed Parent Permission Form can participate in the Cookie Program. All troops must be clear of any debt due to council in order to participate. A girl with an outstanding debt cannot take traditional orders but she may participate in booth sales with her troop as long as the adult owing money is not present.



The troop must have:

- A current troop bank account
- At least two approved adults registered with the troop, one being the leader.

Who is responsible and for what?

The Troop Cookie Manager is responsible for:

1. Making sure anytime cookies or money exchanges hands that a receipt is written out, dated and signed.
2. Cookies ordered through Smart Cookies and picked up at delivery, cookies exchanged or swapped with another troop, or cookies picked up at a cookie cupboard.
3. All girl payments received from parents or at booth sales. Always complete a receipt. Follow the financial procedures on pages 24-25 for detailed steps to money management success.
4. All girl rewards earned by the troop. Troop managers should distribute girl rewards as soon as possible after receiving them.
5. Utilizing Smart Cookies and receipts to manage the cookies received by each girl, obtaining the Parent Permission Forms and signed receipts and storing them in a safe and secure place.

Each family is responsible for:

1. Payment and delivery to customers of ALL cookies ordered and picked up for their Girl Scout.
2. All monies collected from customers for the purchase of cookies. Families must turn in all payments to the troop manager by set deadlines.

When does the Cookie Program run?

Girls can begin taking orders: Online and in person on December 15, 2024

Initial orders are due in Smart Cookies January 6, 2025.

Delivery happens January 23 thru January 31, 2025.

Booth Sales run January 31 thru March 23, 2025.

Sweeps happen March 6, 26, and April 10, 2025.



Cookie Basics

There are 9 great flavors of cookies that will sell for \$6 per package this year.

*If you pre-ordered the Gluten-Free Caramel Chocolate Chip cookies, those continue to sell for \$6 per bag.

How do the cookies come packaged?

The cookies come by the case. There are 12 packages in every case. You will order your initial order and any additional cookies needed for your troop in Smart Cookies by the **CASE**. **The only time you can pick up cookies by the package is the last two weekends of booth sales.** You will be able to mix and match packages to equal 12 at that time.

What is the return policy on cookies?

There is a **NO** return policy on all cookies. Troops and parents who sign for cookies cannot return them to the troop or to the cupboards/council. If a package is damaged it can be replaced at any cookie cupboard. This policy is consistent with councils nationwide.

How much will my troop earn?

Troop proceeds are based on the per girl average (PGA) of your troop. Take the total number of packages sold by your troop, divided by the number of girls selling and plug that into the chart below to figure how much your troop will earn per package sold. Don't worry, Smart Cookies (online cookie system) will figure your PGA's at the end of the sale.

NEW!!!

PGA	Rate per Package
1-199 packages	\$.84
200-299 packages	\$.90
300+ packages	\$1.02

*Price adjustment to \$6 per box means **MORE** money to the troop!

What else can my girls earn by participating in the sale?

A complete list of girl rewards can be found on the insert of the initial cookie order card and in the back of this cookie plan book on page 26.

Junior, Cadette, Senior, and Ambassador Troops (with majority vote) will have the option of the full set of girl rewards OR They can "opt out of all girl rewards" and earn an additional \$.18 per package. (Girls do not earn Camp Credits if they opt to take more money)

All your favorites are back—



Cookie Basics

Safety Tips

- **Show you are a Girl Scout.** Wear your GS membership pin and/or GS clothing to identify yourself as a Girl Scout.
- **Buddy up.** Always use the buddy system. It's not just safe, it's more fun!
- **Be streetwise.** Sell in familiar areas and neighborhoods.
- **Partner with adults.** Daisies, Brownies and Juniors must be accompanied by an adult. Cadettes, Seniors and Ambassadors should be supervised by an adult and should never sell alone. Adults must be present at cookie booths in public places at all times.
- **Plan ahead.** Always have a plan for safeguarding money – avoid walking around with large amounts of it or keeping it at home or school. Give money to supervising adults who should deposit money into troop bank accounts as soon and often as possible.
- **Do not enter.** Never enter the house of a customer. Avoid selling to people in vehicles or going into unfamiliar areas.
- **Sell in the daytime.** Sell door to door only during daylight hours.
- **Protect privacy and be net wise.** Do not give out girls' name and addresses. Use adult emails whenever possible.
- **Be safe on the road.** Always follow safe pedestrian practices, especially when crossing at intersection or walking along roadways.

Digital Cookies accepts credit cards!

- Accept credit card payments easily at booth sales and for girl delivery orders thru the Digital Cookies App.
- Council absorbs all credit card fees.
- Track booth sale credit card payments via dashboard or report.
- Utilize the Smart Booth Divider (in Smart Cookies) to credit girls for all booth sale packages sold.
- Visa, MasterCard, American Express and Discover cards accepted.
- **Troops may still opt to use another credit card provider (square); however, troop absorbs transaction and all associated fees if you choose to use a different system.**

Training

- All troops **MUST** have at least one adult trained for the cookies.
- Service Units will hold troop trainings sometime in November/December.

ACH Procedures

- Troops must have a troop bank account.
- Troops should deposit money often during the selling dates.
- Troops accepting personal checks must make sure to deposit in enough time to clear the bank.
- Troops with families owing need to turn in a UDF (Uncollectible Debt Form) by five working days prior to each sweep date.
- ACH withdraws will be between March 6 – April 10, 2025.
- The total amount due to council can be found in Smart Cookies under TROOP BALANCE SUMMARY REPORT

Materials

Troops will receive the following materials to help them with all aspects of the cookie sale:

- This handbook and a troop envelope (1 per troop)
- Parent Permission Form, Order Form, Recognition Flyer, Money Envelope (1 per girl)
- Receipt books

Social Media Clarification by GSUSA regarding online cookie sales –

- Girls should never post their last names, addresses, phone numbers or email addresses.
- Girls may only post about their participation in the Digital Cookie program on social media sites that allow them to restrict access to friends and family (e.g. Facebook), and not to social media sites open to anyone (e.g. Craigslist, E-Bay, Marketplace, Yard Sale Sites, neighborhood groups).



Cookie Program Patches

What are some of the patches girls may earn?

Your girls may earn additional patches other than the Theme Patch by participating in the cookie sale. These patches have requirements that the girls must fulfill in order to achieve the patches.



Cookie Online Patch -

Girls must SELL 12 PACKAGES through shipped only in DC Cloud in order to earn this patch.

Goal Getter Patch -

Girls must set their goal in DC Cloud and send 15 emails in order to earn this patch.



Super Seller Patch -

Girls must SELL 24 PACKAGES through shipped only in DC Cloud in order to earn this patch.

Booth Sale Patch -

Girls must participate in at least 1 booth sale.



Wacky Weather Warrior - We know that sometimes the weather is wacky! We may experience snow, rain, wind, and sunshine ALL on the same day. Those are the days when it's harder to get out and work your cookie booths. Girl Scouts of Kentucky's Wilderness Road is challenging you to tackle those wacky weather days and be a Wacky Weather Warrior! (Find out more on this patch on our website gskentucky.org)



Cookie Mentor Contest

Cookie Mentors are an important part of Girl Scouts. That's why we honor any cookie mentors who help Girl Scouts all across Kentucky to meet their goals. Tell us what makes your mentor, whether it be your mom, dad, troop leader, grandparent, etc. an awesome Cookie Mentor and be eligible for an exclusive patch. (Find out more on our website gskentucky.org)



2025 Cookie Avatar Patch

Girls who participated in the Fall Product Sale 2024 can earn this exclusive patch. Girls must have created their own M2 Avatar and sent 18 emails for the Fall Product Sale 2024. Then sell 325+ packages of cookies for 2025 Cookie Program. If earned, patches are sent directly to girls 8-10 weeks after the end of the cookie program.



Main Steps in Smart Cookies

CREATING AN INITIAL ORDER (Due January 6, 2025)

- Log into Smart Cookies and navigate to Orders>Troop Initial Order
- Open the order screen
- Enter the order in cases by variety
- Save your order
- Delivery station option(s) will appear
- Choose your delivery station where you intend to pick-up your order
 - If the location schedules appointments – select day and time of pick-up
- Save your location
- If you make changes to your initial order you will be prompted to select your delivery station again.
- Once your order is complete, you can click ready to review to notify the Service Unit your order is finalized.

We can no longer GUARANTEE planned orders will be filled the following week at the cupboard due to changes in the shipping industry. Sometimes it may take closer to 2 weeks to fill the order. That being said, it will be VERY IMPORTANT for troops to really take a look at what they ordered last year and order more up front to cover several booths on **initial order**. We will still take PLANNED ORDERS weekly, and every effort will be made to fill the planned orders weekly.

CREATING A TRANSFER ORDER TO THE GIRLS FOR COOKIES PICKED UP FROM YOU:

- Log into Smart Cookies and navigate to Orders>Transfer Order
- Select the type of transfer to perform
- The Unit of Measure has been set by the council
- Your troop will automatically will be displayed in the blue bar as the TROOP
- Click the white bar to select the receiving party
- Once you select a girl order troop enter the order by variety
 - Girl transfers have two options
 - By package – girl will have financial responsibility for the order
 - By Booth – girl will receive credit for the sale without financial responsibility
- If transfer is correct save the order.

CREATING A MAIN RECOGNITION ORDER - Be sure you have completed all transfers to girls prior to creating a recognition order. **All troops MUST create an order to insure that girls receive the appropriate recognitions.**

- Log into Smart Cookies and navigate to Recognitions>Recognition Order
- Select MAIN as the type of order (**Main** or Troop)
- Order will populate with each girl's sale totals and rewards earned
- If any girl's order shows a red triangle that means a choice of item or size must be made
- Click the right arrow to make selections and save the order
- Any additional patches earned will appear under the Extras tab
- If a white box appears next to the item, enter 1 and save

If any additional transfers are made after the recognition order has been created you must go back and update to insure the new totals are recognized. Follow the same steps above to update your order.

CREATING A TROOP RECOGNITION ORDER

- Log into Smart Cookies and navigate to Recognitions>Recognition Order
- Select TROOP as the type of order (Main or **Troop**)
- Order will populate with any troop reward earned.
- Enter "1" in the white box next to the reward earned and click save

If any additional transfers are made after the recognition order has been created you must go back and update to insure the new totals are recognized. Follow the same steps above to update your order.

December

Make sure your troop is ready to participate:

- Troop must be registered for the 2024-2025 troop year and have at least 5 girls (Da—Jr) or 3 girls (Ca, Sr. Amb.)
- Troop must have a troop bank account.
- Troops must attend a Cookie Training (online or in person).
- Troop must sign the online Cookie Sale Troop Manager Agreement.
- Troop must have two adults registered with completed background checks within the last three years.



If your troop has completed the Online Troop Manager Agreement you should receive your login to the Smart Cookies system by December 1st.

Girls will receive their logins on December 11th.

How do I get started with my troop?

Set up a meeting with your parents and girls and cover these steps:

1. Explain all aspects of the sale including 5 skills, price of cookies, deadlines and what will be expected of them.
2. Have each parent complete a Parent Permission Form **before** you hand him or her an Order Card. Collect these slips and keep them in a safe and secure place.
3. Discuss how many boxes each parent is comfortable with ordering.
4. Work with the parents and girls to set a troop goal. Think about what the girls would like to do with their proceeds.
5. Encourage the girls to set their own goals based on this troop goal and the reward level they would like to earn.
6. Encourage girls and parents to use Digital Cookie for their platform – it is the fastest and easiest way for girls to reach their goals. This is a safe and secure website that girls/parents log onto to set goals, solicit customers and track orders.
7. If you are a Junior level or older Troop, discuss if you would rather: earn the girl rewards OR earn an additional \$.18 per package in troop proceeds.



What if a girl has parents who are separated or divorced?

- Have each parent complete their own Parent Permission Form
- Provide each parent with his or her own Order Card.
- Handle the sale as if two girls were selling.
- Each parent picks up their own cookies and keeps separate receipts.
- This alleviates confusion about who is responsible for the product and money due.

DIGITAL COOKIE



Digital Cookie®

PLATFORM FOR GIRLS/CAREGIVERS

Returning this year for the 2025 Cookie Program, girls will log into the cookie platform, Digital Cookie (DC24.) Girls/parents will not log into Smart Cookies. Email links will be sent from GSUSA on December 11th.

In the Digital Cookie Platform, girls can set up their own personal cookie store. In this online platform they will be able to set goals, keep track of sales to date, upload a photo or video in a safe environment and share their cookie story.

Check out our website for more information regarding Training information for Digital Cookies for Caregivers after November 1st.

What does that mean for the Troop Cookie

Manager? Troop Cookie Managers will have two log in's for 2025. One for Digital Cookie and one for Smart Cookies. Your Digital Cookie account will connect you to your girls. You will be able to set up your troop links, check to see if your girls have any online cookie orders, see your girl's reward choices and send Cheers to your girls. *See more details about how to navigate through Digital Cookie with the Troop Digital Cookie Guide book available after Nov. 1st on the website.*



For Girl Scouts/Troops:

- Customizable Girl Scout pages allow customers to read your story and sales pitch and view your profile image or video.
- Troops can customize their site with the same marketing tools available on a Girl Scout's site with stories, sales pitches, a photo or a video.
- Cookie Business Badges and Family Entrepreneur Pin requirements are integrated into the system to reinforce the importance of badge work and the Girl Scout experience within the cookie program.
- Girl Scouts can send "cheers" to one another by choosing from an assortment of encouraging and congratulatory images.
- Girl Scouts can make sales on the go at cookie booths



For Parents:

- The option to turn girl delivery off for customers based on family preferences and cookie availability.
- The ability to turn cookie varieties on or off to match available inventory.

For Consumers:

- Customers can order and pay for cookies online and pick them up at a booth.
- All consumers will have the same checkout process when using an individual Girl Scout or troop link, ensuring a unified experience across the Girl Scout brand.

January

Important Deadline on Jan. 6th at 11:59pm

Girls may begin taking orders with the order card/online December 15th which will help you determine what to order on initial order. Check with your caregivers to find out how many boxes they need for girl delivery orders and/or order card orders. This will give you a good starting point. Then look at what you ordered last year (archive report in Smart Cookies), look at the first few booth sales and what you think you will need, then add all together – round to the case (12 boxes in a case.) Remember, you want to order enough to get your through the first few weeks so go higher.

1

Troops place their **INITIAL ORDER IN Smart Cookies** no later than **January 6th by 11:59 p.m.** To gain access to the Smart Cookies system, you must complete the online Troop Manager Agreement. Once it is completed, it may take up to 4 days to receive the email with your link to login. **IF YOU DO NOT PLACE AN INITIAL ORDER, YOU MAY NOT PICK UP COOKIES AT THE COOKIE CUPBOARD UNTIL AFTER FEBURARY 10th.**



2

- Go to: www.abcsmartcookies.com
- Use log in and password that you created. If you cannot log into Smart Cookies, please contact your Service Unit Cookie Manager for assistance.
- Click **My Troop** at the top of the screen.
- Click **Troop Information** -make sure your choices for Troop proceed and recognition plans are correct. The system will default to all rewards and prizes so if you are an older troop and want the other option, you need to make sure you update this.
- Enter or update information in all fields and click **Edit Troop** to save your data.
- Click on the **ORDERS** tab at the top, then click **TROOP INITIAL ORDER**.
- Click on **COOKIES** to place a troop order.
- **Save the order.** You can always edit your order up until the lock out date which is shown in red at the top.
- Check with your Service Unit Cookie Manager when cookies will be delivered to your Service Unit and put it on your calendar!

Tips for your Initial Order

- Check in with your parents/guardians a few days before and get their totals on what their girl has sold on the order card and girl delivery online orders. *Direct ship orders are the only cookies that you do not need to include in your initial order.
- The initial order is placed by the case and a case of cookies has 12 packages. You will need to round up the amount of cookies you need to the case.
- If your troop is planning to participate in cookie booths, even if it's just one booth, you will want to order extra cookies on your initial order.

3

January 24, 2025 starting at 3:00 p.m., council booth lottery opens.– Log into Smart cookies and follow the instructions to apply for Booth Sales that are secured and organized by the council. You will be able to select up to 10 desired booths for the lottery. The council does not guarantee a booth through the lottery process. After the lottery is over, on January 26th, troops will be able to go in every night at 8:00pm for first come first serve. At this time you can select one booth a night that is still available. First come first serve will go until Jan. 31st. Starting on Feb. 1st it is first come first serve for multiple booths. For other troops, check with your Service Unit Cookie Manager for booth opportunities.

February

Cookie Delivery for Initial Orders happens from January 23rd thru January 31st

Delivery Dates that are already set:

Fayette, Jessamine, Estill, Woodford - Tuesday, January 28th;

Boone, Kenton, Campbell—Saturday, Jan. 25th

All other troops should check in with their SU Cookie Manager and you should receive notification at least one week before delivery where and when your Service Unit Cookie Delivery will happen.

What should I expect at cookie delivery?

Each delivery site is a bit different but here are the basics:

- Arrive at your assigned or chosen time.
- Be sure to use a vehicle large enough to hold all your cookies at once. See the chart below for general guidelines on how many cases will fit in your car. Please note that this guide is accurate if your car is free of car seats, strollers and the like. If you need multiple vehicles to pick up your order, be sure you arrive and get in line together.
- You are required to get out of your car and count the cookies. Your troop is responsible for the cookies that you sign for.
- If there is an error, notify a delivery worker immediately. If you get home and find an error, contact your Service Unit Cookie Manager immediately.
- If due to an emergency your troop misses your cookie pick up, contact your Service Unit Cookie Manager immediately.

Vehicle Type	Case Capacity
Compact Car	1-23
Standard Sedan	20-45
Standard Wagon*	45-70
SUV/Minivan*	50-100
Standard Van	150-200

*SUVs/Wagons need to have rear seats folded down to reach the case capacity. Wagons or smaller SUVs like Honda CRV, Toyota Rav4s, and Ford Escapes may hold closer to the 50-75 case capacity

**A standard pickup truck, without straps, a tarp, or cap will hold only around 30-50 cases in the bed.

Delivery to your Girl Scouts and families:

Follow these easy steps to ensure a successful delivery to your parents and girls:

- Notify the parents of the date, time and location that they can pick up their order. Give yourself enough time to get home, unload and prepare the orders.
- Sort all cookies and orders before you let any parents pick up cookies.
- Prepare cookie receipts for each girl. When parents pick up, have them count and verify their order.
Complete a receipt for every cookie transaction. Provide each girl with a money envelope with her balance and the dates it's due.
- Remember, parents are responsible for all cookies that they sign for. **You must write a receipt each and every time cookies or money exchanges hands!** Keep your receipts in a safe place with the Parent Permissions Forms.
- If you have a girl with separated parents, be sure that the parents pick up their separate orders.
- Remind parents that if they need more cookies, you will need to know by Friday weekly in order to place a Planned Order for more by Sunday.

February Cookie Booths

What is a Cookie Booth?

Cookie Booths allow girls an opportunity to reach their goals and make a difference in their community! Troops use their extra cookies or pick up additional from the Cookie Cupboards and take to the customers at booth locations set up in front of high traffic locations in the community. The Girl Scout Cookie Booth is not just a “booth”; it is the girl’s storefront for their business.

Cookie Booths happen between January 31st and March 23rd, 2025

The two types of traditional booth sales:

Council-Sponsored Booth Sales - Council will schedule all booth sales in Fayette County and multiple in Boone, Kenton and Campbell Counties. Council will also apply for all WAL-MART LOCATIONS COUNCIL WIDE. Council will run a lottery drawing for those locations and details will be found in Smart Cookies by January 24th (see page 15 for more details regarding lottery and FCFS booths).

Service Unit-Sponsored Booth Sales - These are booth sales that the Cookie Manager in that Service Unit may coordinate and schedule. The Service Unit’s booth locations are handled in a variety of ways. Most have a first come, first served basis for booth reservation or a lottery system. Some Service Units allow troops to solicit their own booth sales directly with the store manager. If you would like to organize your own booth sale, please contact the Service Unit Cookie Manager in that area to see how to go about holding your own booth sale. Check www.gskentucky.org for a detailed listing of all county Service Unit Cookie Managers with contact

For the 2025 Cookie Program:

Council will solicit ALL council Wal-Mart locations as per National GSUSA and National Wal-Mart request.

Non - Traditional Booth Sales:

If there are people there, put a booth there! - Great places to sell cookies are anyplace there are a lot of people – outside church services, at school sporting events, craft or garden shows, events at local fairgrounds, retirement or assisted living facilities, apartment/condo complexes, farmer’s markets, local civic organizations such as Elks, Eagles, VFW (also great places to ask for Operation Sweet Treat donations). Even a small business can be a great location if it’s located in a high traffic area. Be creative. Get the girls involved in the brain-storming. But don’t forget to always ask for permission to set up and sell.

Decorate Your Car - A *Got Cookies? We Do!* sign on a car window can be a great way to drum up sales.

Host a Garage Booth - Your troop could host a pop up booth in your leader’s driveway/garage. Girls can walk around the neighborhood the week before and hang door hangers with the day and time of the booth encouraging people to stop and buy. You could even provided hot cocoa and music for your neighbors that come by to get their cookie fix.

Drive - Thru Cookie Booth - Find a busy area that has a parking lot with easy access, making sure to get permission from the business in the area of the parking lot first. Put up a pop up tent, table and tons of decorations and put signs by the road or girls in cookie costumes. Customers drive in the parking lot and up to the tent where girls sell the cookies to these customers and the customers exit the parking lot.

Cookie Stands - These are cookie booths run by a girl and her caregiver, many times in their front yard or a business. Think of a lemonade stand!



February Cookie Booths

Troop Secured Booths

Troops are welcome and encouraged to set up Troop Secured Booths, but this needs to be approved by your Service Unit Cookie Manager first and then council. A Troop Secured Booth Sale Application form needs to be completed first (found on our website.) You then submit that to the Service Unit Cookie Manager where you wish to hold the booth at. Once he/she approves that, you will enter it into Smart Cookies under TROOP SECURED BOOTH. Council will approve these daily but please allow 2 working days for this process to happen. Once approved in Smart Cookies, will you receive an email confirmation and are all set.

- There is no limit to the number of Troop Secured Booths a troop can hold. Troops will receive a confirmation email once the booth has been approved or denied. Entering a booth into Smart Cookies does not confirm the booth reservation.
- Troops will not be able to accept credit card payments unless the booth is entered and approved in the Smart Cookies website.
- All booths entered and approved in Smart Cookies will be available in the Booth Finder, where customers can see when and where booths will be.



Do not schedule booth sales in other Service Unit areas or Council jurisdictions unless permission has been obtained by the Service Unit Cookie Manager in that area.

Suggested amount of cookies needed for a booth sale:

Booth sales are a quick way for troops to sell to a large group of people in a short amount of time. On the average, troops will sell 4-6 cases an hour based on LOCATION, TIME AND WEATHER. For an average **2-hour** booth sale, you can expect to sell **12 cases**. Please keep in mind that you could have leftover boxes after a booth. A recommended amount to take would be:

1 case Adventurefuls	1 case Toast-Yay!	2 cases Caramel DeLites	2 cases Peanut Butter Patties
1 case Lemonades	1 case Trefoils	1 case Peanut Butter	3 cases Thin Mints

How to Find and Solicit Troop Secured Booth Locations:

- Contact friends or family business owners to see if they will allow you to set up shop at their location.
- Check out locations in high-traffic areas that have a safe space for a booth and ask to speak with the manager or owner.
- Consider places of worship, school sporting events, assisted living facilities, and other community events or venues.
- Look for open parking lots and contact the property or leasing manager for approval to host a drive-thru booth.
- Ask businesses when their busy times are and see if you're able to set up a booth during those times.
- Booths can be set up indoors or outdoors, whichever is most convenient for the business.
- Remind businesses that approved locations will show up with the online Cookie Finder to help drive consumers to their location too. It's a win-win!
- Be sure to check out the list of businesses in Smart Cookies that are already council booth locations, these businesses should not be contacted since they have already approved dates and times with the council.
- Know where council booths are located so that you do not schedule a troop next door or too close by.
- Work with other troops in your area to share timeslots at successful locations!

February Cookie Booths

Cookie Booth Guidelines

- A minimum of 2 approved adults and 2 girls but no more than 4 girls at a booth sale during one timeslot with the exception of Cookie Stands, which can have 1 caregiver and 1 girl. Drive-thru booths may have more girls and adults on site as needed to assist with directing traffic.
- REGISTERED GIRLS ONLY - NO TAGALONGS AT BOOTHS
- All adults at a booth sale should be registered and approved members. They are supervising girls!
- Dress appropriately for the weather and in Girl Scout gear, when possible.
- Print off booth confirmation so you have verification for your records, and arrive only at your scheduled slot.
- Be on time for your booth sale. Arrive 5 minutes early and pack up with 5 minutes left so you can make a smooth transition with the next troop.
- Bring your own tables and chairs.
- Work the entire booth time slot unless unforeseen circumstances arise such as inclement weather, or your troop sells out of cookies!
- Drive-thru cookie booths are acceptable. The same rules as a normal cookie booth should be followed and always ensure that girls are in a safe location with adequate lighting and away from traffic.
- Use cones or other safety precautions to keep the girls and volunteers visible in the drive-thru area around passing cars.
- Do not block doorways or harass customers. This includes yelling and chanting. Allow customers to come up to the table. Pay attention to specific business guidelines for your booth location.
- Girls may ask for donations for Operation Sweet Treat, (cookie share cookies) however, they cannot directly solicit funds from individuals or organizations for themselves.
- No smoking, vaping, or alcohol at the booth –no exceptions. Girls should also not be eating, drinking, or chewing gum in front of customers. Your troop is representing Girl Scouts in the community.
- Do not leave empty packages, cases, or trash at your booth location, The entire council may be asked to cancel all booth sales at that store or chain if there are issues.
- All cookie booths listed in Smart Cookies are linked to the Cookie Locator. Customers can see when and where booth sales occur. Don't be a "no show." If you cannot attend a booth, release it in Smart Cookies or contact your Service Unit Cookies Manager to find a troop to fill in.
- Review the Girl Scout Law with girls before starting and help girls "live the law" in how they represent themselves at the booth sale.
- **If we receive a customer or store complaint about your troop during a booth, your troop will be removed from the remainder of your council-sponsored booths.**

Cookie Booth Best Practices

- Count cookies and money before and after each booth slot. Write a receipt before and after counting to verify (MAKE SURE ALL MONEY AND INVENTORY ARE ACCOUNTED FOR).
- If two adults switch in the middle of the booth slot, count and verify the cookies and money balance.
- Carry a cash box with around \$30-\$60 in change. Do not ask the store for change!
- Council WILL NOT reimburse troops for counterfeit money accepted. It is up to the troop to purchase a counterfeit pen (less than \$2) and check money before accepting.
- Set up your booth so it's easily visible with great signage, well organized and each girl has a specific role to manage.
- Check your phone signal to ensure that you will be able to use the booth credit card feature.
- Girls in uniform are always a great way to showcase their association with Girl Scouts, but pins, signs and other Girl Scout gear are all great options too.

Cookie Booth Inventory

Booths can be stocked with inventory from your troop's extras after initial order or by placing a planned order at a nearby cupboard. See page 22 for details on how to place a cupboard order.

How to Release a Cookie Booth

If you can no longer attend a scheduled booth, you must release it in Smart Cookies to remove it from the Cookie Finder and allow another troop to choose the opportunity. This can be done quickly from **booth reservations** tab.

February Cookie Booths



Have an amazing cookie season and get ready to reach your goals!

"What If?" Scenarios

What if someone asks you, "What's the difference between Girl Scouts and Boy Scouts?"

- Girl Scouts and Boy Scouts are two completely different organizations.
- Girl Scouts bring their dreams to life and work together to build a better world! And research shows there's no better place to discover their full potential.
- Talk to cookie customers about what the Girl Scout experience has been like for you and your troop.

PRO TIP: Stay positive. Don't put other organizations down. Just lift Girl Scouts up!



What if someone steals money or cookies from the booth?

- Try to get a good look at the offender so you can describe them to security or the police.
- Call 911, and alert security (if applicable).
- Report any incidents to your council according to its guidelines.

PRO TIP: Never attempt to physically recover stolen items or confront a suspect.

What if someone asks why Girl Scouts use palm oil in their cookies?

- Palm oil is an ingredient found in most baked snacks sold in the U.S.
- Palm oil ensures shelf life and serves as an alternative to trans fats.
- We continue to explore alternatives, but there are no viable or readily available alternatives at this time.
- Girl Scouts of the USA is a member of RSPO (Roundtable on Sustainable Palm Oil) which supports efforts to promote the growth and use of sustainable palm oil products.

PRO TIP: If someone is asking questions that you can't answer, feel free to direct them to the Girl Scouts website for more info.

What if you're approached by an angry customer or someone makes you uncomfortable?

- Try to get a good look at the person in case you need to describe them to security or the police.
- If the situation calls for it, call 911 and alert security.
- If it feels safe to do so, we want you to feel empowered to capture the person with your smartphone's video, photo, or audio recording to provide evidence to police.

PRO TIP: Never argue or negatively engage with a customer. Try to stay calm.

What if a customer complains about where the cookie proceeds go?

You can say, "Girl Scout Cookie proceeds stay local to power amazing adventures and life-changing opportunities for girls, such as STEM activities, trips, community projects, and charitable donations. The more cookies you buy, the more you help troops and Girl Scouts gain the skills needed to take on the world!"

PRO TIP: Always practice good listening skills before replying. Do not engage with someone if the situation escalates.

February - Cookie Links

This season each troop will have a Troop Cookie Booth Link that they can share throughout the cookie program to promote touchless ordering and curbside pickup of cookies. The cookies ordered using this link will post in the Smart Booth Divider and troops can divide the cookie packages between girls in the troop.

How do troops find their Troop Cookie Booth Link?

Troop Cookie Booth Links are offered by ABC, and troops will have two links on the troop information webpage in Digital Cookies.

Troop Shipped Only Link:

This link is for direct ship and donation orders only. This is the same link that will appear in the Girl Scout Cookie Finder. It can also be shared by the troop if they wish for direct ship or donation orders to be divided between all girls in the troop.

Troop Cookie Link:

This link is only for local deliveries and donation orders. This link will not appear on the Girl Scout Cookie Finder. *The Troop Cookie Link can be used to manage drive thru cookie booths or curbside pickups.

Customer Tips for the Troop Cookie Link:

- Give clear pick up locations when communicating or socializing drive thru or curbside locations.
- Approve orders promptly. Troop volunteer must approve order before transaction can be completed.
- Refunds can be issued per your Council's instructions if a consumer does not pick up their order.

Tips for the Troop Shipped Only Link:

- Create a QR code for your Troop Shipped Only link and print them off to keep them at your cookie booth. This way if you have a customer that wants to purchase Thin Mints, you can give them the QR code so that they can order them directly from your troop!
- Be sure to divide up your troop's shipped only sales under the **Orders** tab.

Safety:

A troop volunteer or girl must never deliver cookie orders coming in from the Troop Cookie Booth Link to the home of a person you do not know.

A troop volunteer or girl must never decide to meet someone beyond your pre-established safe booth location to deliver cookies to someone you do not know. Simply reroute the customer order to a physical booth location or the troop Direct Ship Troop Link.



Social Media Clarification by GSUSA regarding online cookie sales –

- Girls should never post their last names, addresses, phone numbers or email addresses.
- Girls may only post about their participation in the Digital Cookie program on social media sites that allow them to restrict access to friends and family (e.g. Facebook), and not to social media sites open to anyone (e.g. Craigslist, E-Bay, Marketplace, Yard Sale sites).

February - Cookie Cupboards

What is a Cookie Cupboard? Cookie Cupboards are locations throughout the council that offer additional cookies for pick up after Initial Order is placed if you would happen to need more.

We can no longer GUARANTEE planned orders will be filled the following week at the cupboard due to changes in the shipping industry. Sometimes it may take closer to 2 weeks to fill the order. That being said, it will be VERY IMPORTANT for troops to really take a look at what they ordered last year and order more up front to cover several booths on **initial order**. We will still take PLANNED ORDERS weekly, and every effort will be made to fill the planned orders weekly.

For new troops, check out our website after January 1st for a recommendation on how many cookies to order.

Cookie Cupboard Basics:

- If you need additional cookies, you place a PLANNED ORDER in Smart Cookies every week by Sunday at 11:59 p.m. If those cookies are available that week you may pick them up on the date and timeframe you selected. If they are NOT available, the cupboard manager will reach out to you via email prior to the time you were to pickup. **Note: Troops are financially responsible for all Planned Orders placed in Smart Cookies the last 2 weeks.**
- You can go to any cupboard in Girl Scouts of Kentucky's Wilderness Road Council to pick up.
- You MUST bring a Cupboard Authorization Card (see below) even if you are the Troop Leader or Troop Cookie Manager. * **Hint: Fill the form out and take a picture with your phone! ***
- There are no returns on any cookies.
- Keep your cupboard receipts and verify that they were entered into Smart Cookies correctly. If there is an error, contact the Cupboard you picked up cookies from.
- Most Cookie Cupboards are in volunteers' homes. The main cookie cupboards are at the Service Centers. Keep in mind that the cupboard managers have volunteered their time and homes to help us. Be considerate of their household. After January 15th, you can check www.gskentucky.org for locations and hours of operation of all cookie cupboards throughout our council.
- **All cookies picked up must be in full case quantities.** The last two weekends, you may combine 12 boxes of different varieties to equal 1 case.

How do I place a PLANNED order to pick up at a Cookie Cupboard?

Log onto abcsmartcookies.com

- Hover over the **Orders** tab and click on **Planned Order**

Pick a Cupboard

- The Planned Order screen shows the Troop number, Troop contact information and the Cupboards that are available to the Troop to pick up additional cookies from
- Choose a Cupboard by clicking on and highlighting it - Click Continue

Set up Delivery and Quantity of Order

- Once the Cupboard is chosen, the edit option is available if there are other locations to choose from and you want to pick a different Cupboard to pick up from. To change locations click edit and select again.
- When you select the Cupboard, you'll see a list of dates indicating the days the Cupboard is available for pickups. Select a date and click continue.
- Select a time that suits your schedule. Click save.
- You may edit your cupboard, date and time selections by clicking edit under the appropriate category.
- The varieties will be shown beneath the cupboard information.
- Enter the number of cases. There is a field for Order Notes available. Click Save.

February - Cookie Cupboards

What happens if I do not pick up my PLANNED ORDER on my scheduled pick up date?

Cookies not picked up by noon on the day after your PLANNED ORDER PICK UP DATE, will go back into inventory for other troops.

Troop to Troop Cookie Transfers

Troop to troop cookie transfers are a great way to help and support sister Girl Scout troops and can be done between troop cookie managers. This should never happen between caregivers. If a troop has cookies that you need, simply swap or transfer them and add the transaction in Smart Cookies.

Entering a Cookie Transfer (the giving troop must do this)

- Both parties must sign a paper receipt for the transaction after verifying counts.
- Enter in Smart Cookies in the "Orders" tab.
- Select "Transfer Order".
- Under the "type of transfer" dropdown, choose "troop to troop".
- Enter in the other troop's number that you are transferring to.
- Enter the quantity you are giving the other troop, this will be in packages.
- Type in any notes you may want to add then click "save" at the bottom to complete the transfer.

MONEY AND/OR COOKIE RECEIPT (IMPORTANT: BE SURE TO WRITE TROOP NUMBER ON ALL RECEIPTS)			
TROOP # / NAME			DATE
NO. OF CASES	NO. OF PKGS.	VARIETIES	MONEY
		ADVENTUREFULS™	
		TOAST-YAY!™	
	3	LEMONADES®	
		TREFOILS®	
	1	THIN MINTS®	
		PEANUT BUTTER PATTIES®	
	4	CARAMEL deLITES®	
		PEANUT BUTTER SANDWICH	
	2	CARAMEL CHOCOLATE CHIP - GF	
	10	TOTAL	
RECEIVED BY: Signature			TROOP # 3333
RECEIVED FROM: Signature			TROOP # 5555

Girl Scouts of Kentucky's Wilderness Road - Cookie Authorization Card 2025

This card and an ID must be present to pick up cookies from any cupboards.

Troop # _____ Service Unit _____

Troop Cookie Manager: _____
Name and Phone Number (print please)

Troop Cookie Manager Signature: _____

Additional Adult Authorized to Pick up Cookies: _____
(please print name of adult/s)

You must have this card in order to pick up cookies.

You must have this card in order to pick up cookies.

March - Money Management

Money and Deposits

All money collected for cookies will be deposited into YOUR OWN TROOP BANK ACCOUNT. When the Troop Cookie Manager signs the online Troop Manager Agreement form it includes your troop's bank account information. This also gives permission for the council to sweep cookie money due. The schedule of sweep dates can be found on the bottom of this page. **All checks should be made payable to your troop.**

Money/Cookie Receipt Book

The money/cookie receipt book should be used to document all transactions of cookies or money. Use this receipt book whenever money or cookies change hands during the cookie sale. Please circle "money" or "cookies" at the top of the receipt depending on the transaction. Only ADULTS may sign this form. These forms need to be turned in with an Uncollectible Debt Form if a parent or guardian owes money.

Payment Procedures

The Troop Cookie Manager should handle most of the banking procedures. It is important to get money collected from girls and deposited into your troop checking account as quickly as possible. Tell girls in your troop to bring in their collected money often and set up a deadline for the final collection. As you collect money, you must deposit directly into your TROOP CHECKING ACCOUNT. All checks from customers should be made payable to YOUR TROOP.

Uncollectible Debt Form (UDF)

Occasionally, we have a parent/guardian who does not pay the amount due for the products their girl scout sold on time. If this happens, please fill out the online Uncollectible Debt Form found on our website, at least 1 week before the sweep date. Do not delay your paperwork and do not pay for a parent/guardian's debt with troop profit. The following **MUST** be attached to this form in order for the council to proceed with collection:

- Parent Permission Form (SSN REQUIRED)
- Signed Receipts (for exchange or product and/or money.)

SCHEDULE OF ACH SWEEP OF FUNDS FROM TROOP ACCOUNTS:

New Dates!

NOTE TO LEADERS REGARDING SWEEPS:

- Make sure you have made at least a few troop to girl transfers so the troop proceeds are calculating,
- Troop Balance Summary Report automatically calculate your troop proceeds and any credit card payments made.
- If you submit a UDF prior to the sweep, we will deduct the council portion from the sweep amount.
- Please allow at least 10 days from each sweep to see it reflected in Smart Cookies.

1st sweep = March 6, 2025

30% of council balance due from pulling the TROOP BALANCE SUMMARY FINANCE REPORT in Smart Cookies.

2nd sweep = March 26, 2025

40% of council balance due from pulling the TROOP BALANCE SUMMARY FINANCE REPORT in Smart Cookies.

Final sweep = April 10, 2025

100% of council balance due from pulling the TROOP BALANCE SUMMARY FINANCE REPORT in Smart Cookies.

March - Money Management Final Steps

Tips for preventing leftover cookies

Even the most seasoned cookie-selling troops can end up with a few extra *packages* of cookies at the end of the sale. However, troops may have trouble paying the cookie bill if they have several *cases* of cookies leftover. This can be avoided by following several simple guidelines:

- After Initial Order, troops should order only enough cookies to fill girl orders and/or for one week at a time.
- Troops should know how many packages of cookies the troop has on hand at all times and how many packages the troop needs to fill girl orders or for upcoming cookie booths.
- Troops should communicate and let their Service Unit Cookie Manager know if they have extra cookies that can be transferred to another troop by March 1st. We often have troops that are in need of more cookie and willingly will take them to fill orders they have. Troops would do a Troop-to-Troop transfer in Smart Cookies. Troops should not wait until the last minute to let someone know.
- Troops should schedule additional cookie booths or ask girls to take extra cookies on a walkabout.

Who is responsible for cookie funds and cookies?

Responsibility for cookies and cookie money belongs to those adults who are registered as leaders, troop cookie managers and the parent /guardians involved in the sale. Girl Scout of Kentucky's Wilderness Road Troop Finance Policies state:

#1. Any person in default of a past product sale payment may NOT participate in future product sales and will be released from his/ her volunteer position if payment is not received within 60 days of written notification of debt.

#2. Girl Scouts of Kentucky's Wilderness Road Council will pursue outstanding debts owed to the Council and when practical, debts owed to registered troops / groups up to and including appropriate legal action.

What if our troop has leftover inventory after the program ends?

Girls can continue to go door-to-door, set up cookie stands or drive-thru booths and connect with troop-secured booth locations through June 1, 2025. All payments must still be made to the council via the ACH withdrawal on April 10, so any additional selling will recoup your troop proceeds.

Final Steps in Smart Cookies

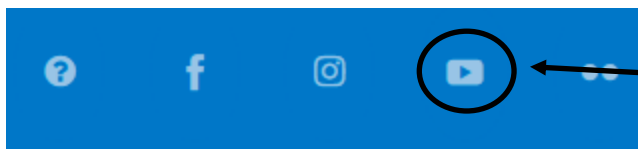
Check transfers from Cupboard to Troop in Smart Cookies weekly!

Make sure your Cupboard transfers are correct! If there is a discrepancy, you MUST notify the cupboard manager where you picked up your cookies from!

Due March 28th by 11:59 p.m. - TROOP TO GIRL TRANSFERS in Smart Cookies (Do these transfers **BEFORE** submitting your recognition order.) See page 12 for a step by step guide.

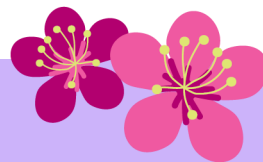
Also Due March 28th by 11:59 p.m. - GIRL AND TROOP RECOGNITION ORDER (Make sure all of your TROOP TO GIRL transfers are complete. The system populates based on the amount of boxes that are transferred to each girl.) See page 12 for a step by step guide.

To see video tutorials on how to enter in your transfers and recognitions, follow the Youtube link in the upper right corner of the Smart Cookies platform.



Check out the Youtube channel for tutorials on how to enter in transfers, recognitions, and more!

Girl Rewards



My Goal:

Set Your Cookie Goals

girl scouts
of kentucky's
wilderness road

Cookie Mentor Contest

Cookie Mentors are an important part of Girl Scouts. That's why we honor any cookie mentors who help Girl Scouts all across Kentucky to meet their goals. Tell us what makes your mentor, whether it be your mom, dad, troop leader, grandparent, etc. an awesome Cookie Mentor and be eligible for an exclusive patch. Find out more on our website gskentucky.org

25
Packages



Theme Patch

60
Packages



Mood Cup

100
Packages



Coin Purse

200
Packages



Journal

300
Packages



T Shirt

400
Packages



Small Plush AND Chance
to win XL Plush

500
Packages



Large Plush OR
\$10 Cookie Dollars

600
Packages



Beanie OR
\$10 Cookie Dollars

700
Packages



Bento Box OR
\$10 Cookie Dollars

800
Packages



Sherpa Fleece Blanket

900
Packages



Hoodie

1000
Packages



Personalized Brick/Invite to 1000 Club Event

1200
Packages



OR



\$375 IN CAMP CREDITS to use for any council-sponsored camp session OR Outdoor Package: Sport Bottle, Portable Hammock, Clear Crossbody Bag and Clip Lantern Flashlight, \$25 membership for next year AND \$100 Cookie Dollars

1500
Packages



Drone OR \$150 Cookie
Dollars OR \$150 Amazon
Credits*

2000
Packages



Apple EarPods OR \$200
Cookie Dollars OR \$200
Amazon Credits*

3000
Packages



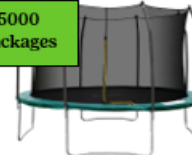
Chromebook OR
\$300 Cookie Dollars

4000
Packages



Apple Watch OR
\$300 Cookie Dollars

5000
Packages



Trampoline OR
\$350 Cookie Dollars

*Only to be redeemed for certain outdoor/electronic items. Listing of all the items to choose from will be on our website in February.

Additional Patches



Booth Sale Patch

*Participate in one booth sale



Goal Getter Patch

*Set your goal in DC Cloud and send 15 emails



Online Patch

*Girl must sell 12 packages through Shipped Only in DC Cloud

Patch Image to be available at a later date

Cookies for Heroes Patch

*Girls must sell 5 packages through our virtual Cookie Share program



Super Seller Patch

*Girl must sell 24 packages through Shipped Only in DC Cloud



Cookie Crossover Patch

*Must meet Fall Product requirements as well



Cookie Dollars

Cookie Dollars are a girl recognition item earned for selling Girl Scout cookies.

Here is a list of what they can be used for:

- All Council Sponsored Events
- Membership Dues
- Merchandise Purchased at the Council Shop.
- Council Resident Camp
- Service Unit or Cluster Sponsored Events
- Day Camps
- Girl Scout Destinations

Things to know:

- Cookie Dollars will be distributed in May/June.
- If using for a registration, you will submit Cookie Dollars with your registration form.
- Cookie Dollars are non-transferrable.
- Cookie Dollars expire June, 2026.

Camp Credits

COOKIES AND CAMP - A WINNING COMBINATION!

Girls need connection more than ever, and camp is the perfect place for it. Whether your Girl Scout is joining us at a program event, resident camp or day camp—our camp staff cannot wait to see you around the campfire! Taking girls outside can be a fun time for everyone as girls develop outdoor skills and a passion for nature.

If a Girl Scout sell over 1,200 packages of Girl Scout cookies, they have the opportunity to attend camp for free! Yes FREE! She will earn \$375 worth of camp credits where she has the opportunity to spend them on any camp session she would like.

All campers get to enjoy activities such as climbing the tower, swimming, enjoying songs and campfires, making lifelong friendships and amazing memories. Summer camp runs June and July and each week is a different theme. Look for more information about camp in January or check our website.



Adult Rewards



Check out the cumulative rewards that adults can earn:

If a troop has **100% of girl participation and the per girl average is 300 packages**, you will earn 2 kitchen towels.

If troop has **100% of girl participation and the per girl average is 400 packages**, you will earn 2 theme hoodies.

NOTE: You must have a minimum of 5 girls selling (Da - Junior age level) or a minimum of 3 girls selling (Cad and older age level) to qualify for these adult awards.

Don't forget to check out your local Girl Scout Shops for additional Cookie merchandise available to purchase in December!

Awesome T-shirt for Adults to purchase!

If your adults would like to purchase a **VOLUNTEER COOKIE T-SHIRT THIS YEAR**, fill out the form below along with a check and mail them in **NO LATER THAN MARCH 1, 2025**. T-shirts will be distributed in May with the girl rewards. Absolutely **NO** order forms will be processed after **March 1st**!

Volunteer Cookie T-shirt Order Form

Name: _____

Service Unit Name: _____ Troop: _____

Quantity: _____ Adult Medium (\$12) _____ Adult 2XLarge (\$14)

_____ Adult Large (\$12) _____ Adult 3XLarge (\$14)

_____ Adult XLarge (\$12)

Total # of shirts _____ @ \$12 each = _____

Total # of shirts _____ @ \$14 each = _____

Enclosed is my payment for total of: \$ _____



Make checks payable to GSKWRC

Must mail or drop off to: Lynette Kamark, 2277 Executive Drive Lexington, KY 40505

DUE MARCH 1, 2025 – No exceptions after this date.

New this Year! Cookies for Heroes!

If you can't eat them, treat them!



Through the Cookies for Heroes program, our Girl Scouts and community gift donated boxes of Girl Scout cookies to heroes both near and far. From our brave military around the globe, as well as our own hometown heroes, a box of Girl Scout cookies can lift spirits and bring a welcome taste of home—wherever they may be!

Patch sample will be available at a later date.



Resources

ABC Bakers Facebook	Excite and energize volunteers and troops about cookie sales with sales strategies, success stories, technology tips and more	www.facebook.com/abcbakers
Lemonades Facebook	Product sales and marketing tool	www.facebook.com/LemonadesCookie
Lemonades Instagram	Product sales and marketing tool	@Lemonadescookie
Cookie Calculator	Calculate package sales goals based on number of packages sold last year and the desired percentage increase this year	www.abcsmartcookies.com/resources
Cookie theme information	Gallery of images, clip art, certificates	www.flickr.com/photos/abcbakersvolunteer/gallery/albums
Cookie varieties	Product descriptions and recipes	www.abcbakers.com www.abcsmartcookies.com
Rally Guide	Fun ideas for troop rallies	www.abcsmartcookies.com/resources
Standard forms	Parent permission slip, count it up activity	www.abcsmartcookies.com/resources
Troop goal poster	Poster	www.flickr.com/photos/abcbakersvolunteer/gallery/albums www.abcsmartcookies.com/resources
Volunteer and girl videos	How-to videos on a variety of topics	www.youtube.com/user/ABCCouncils

Buy 5 program

Print and make copies as needed

The “Buy 5 Program” and how it works:

The Buy 5 Program is a contest for customers and a sales strategy for your girls. Each time a customer purchases five packages of cookies (anytime during the cookie program) the girls can give them a coupon for an entry into a drawing to win five cases of cookies! Each cluster will have a separate drawing.

The average customer purchase is three packages. The girls can use this to up sell their orders. Feel free to make copies as needed.

Completed coupons must be dropped off or mailed to at your closest Service Center Shop NO LATER THAN April 1st.

Buy 5 Program

Purchase 5 boxes for a chance to win 5 Cases (60 boxes) of Girl Scout Cookies!



Thank you for investing in a Girl! Your purchase helps build 5 life skills, Goal Setting, Decision Making, Money Management, People Skills and Business Ethics.

Customer Name _____ Email address _____

Phone Number _____ Troop Number _____

We will only contact you if you WIN the 5 cases of cookies – contest in April, 2025.

Buy 5 Program

Purchase 5 boxes for a chance to win 5 Cases (60 boxes) of Girl Scout Cookies!



Thank you for investing in a Girl! Your purchase helps build 5 life skills, Goal Setting, Decision Making, Money Management, People Skills and Business Ethics.

Customer Name _____ Email address _____

Phone Number _____ Troop Number _____

We will only contact you if you WIN the 5 cases of cookies – contest in April, 2025.

Buy 5 Program

Purchase 5 boxes for a chance to win 5 Cases (60 boxes) of Girl Scout Cookies!



Thank you for investing in a Girl! Your purchase helps build 5 life skills, Goal Setting, Decision Making, Money Management, People Skills and Business Ethics.

Customer Name _____ Email address _____

Phone Number _____ Troop Number _____

We will only contact you if you WIN the 5 cases of cookies – contest in April, 2025.

Please drop off at your nearest Service Center by April 1, 2025



In the 2025 Cookie season we will say good bye to one of our favorite cookies. Give a toast to Toast Yay as we have a sweet send off for this DELICIOUS cookie!

DID YOU KNOW?

- **Each season, Girl Scouts nationwide sell almost 200 million boxes of Girl Scout Cookies!**
- **For every box of Girl Scout Cookies you buy, more than two-thirds of your purchase price stays right in your community.**
- **Troops who have cookie booths are almost twice as likely to accomplish their goals as troops who do not.**
- **If the number of Girl Scout Cookies produced by ABC Bakers in a season were laid end-to-end, they would stretch for 12,000 miles – over halfway around the world!**
- **The number one reason people buy Girl Scout Cookies is to support Girl Scouting!**

For more information, contact your Service Unit Cookie Manager, your local council office OR

Lynette Kamark

Product Program Coordinator

1-800-475-2621 option 1 ext. 2170

lkamark@gswrc.org

girl scouts 
of kentucky's
wilderness road

2277 Executive Drive Lexington, KY 40505

800-475-2621

www.gskentucky.org

www.abcsmartcookies.org

Girl Scout Cookies



Make it easy!

Purchase classic cookie variety bundles so you're sure to get an assortment of your favorites!



5 for \$30